

THE



TELEVISION  
NETWORK

KSBT-TV 37  
Oakland, Emeryville,  
Piedmont, CA

WGPR-TV 62  
Detroit, MI  
Windsor, Ontario,  
Canada

(510) 444-4557 Sales  
(510) 444-8466 Fax  
(510) 261-1919 Playback

DOCKET FILE COPY ORIGINAL

August 18, 1993

James Quello, Chairman  
Federal Communications Commission  
1919 'M' Street North West, Room 802  
Washington, D.C. 20554

Re: SOULBEAT Television Network, Inc. -  
1st Report and Order - Docket 92-265

AUG 20 1993

Dear Mr. Quello:

FCC MAIL ROOM

SOULBEAT Television Network, Inc., the first African-American Network has been in existence for over 25 years, 16 of which right here in the Bay Area, SOULBEAT is a 24-hour, Commercial Entertainment Television Network with an emphasis on Music Videos and Community Programming. We are headquartered in Oakland, California.

SOULBEAT is established upon providing effective, low-cost advertising to the local business community; and Agencies with national products.

The demographics in our Bay Area Market clearly indicate SOULBEAT has viewer-sponsored participation, 38-50% throughout our entire programming schedule. For over 16 years we have been a role model in our community and have helped many Small Businesses thrive throughout the economic woes that have plagued us for the past two decades; this is how we have managed to endure. There is a vital need for stations like SOULBEAT.

Constituents of adjoining Communities have expressed a need for and/or made requests for SOULBEAT only to find their requests fall on deaf ears. The following Cable companies have literally turned their backs on SOULBEAT:

Don Rey Cable  
460 Curtola Parkway  
Vallejo, CA 94590

TCI Cablevision of California  
2061 Challenger Drive  
Alameda, CA 94501

TCI Cablevision of California  
23525 Clawiter Road  
Hayward, CA 94545

No. of Copies rec'd  
List A B C D E

August 18, 1993  
James Quello, Chairman  
Federal Communications Commission  
Page two

TCI Cablevision of California  
47779 Westinghouse Drive  
Fremont, CA 94539

The aforementioned Cable Companies have not acknowledged correspondence or phone calls, or have simply stated "not interested" in our 24 hour per day, Award Winning programming.

We understand the 1st Report and Order, Docket 92-265 issued through the Program Access Division April 30, 1993 went into effect July 16, 1993. We are hereby lodging a formal complaint with regard to these companies not adhering to the First Report and Order.

SOULBEAT further understands the Cable Companies must do business with reputable small stations as well as the larger companies with Satellite capacity.

Currently, our business relationship with Cable Oakland is not pleasant, nor has it ever been. Cable Oakland has done everything within its power to diminish our station i.e., their attempts to price us out of the Cable Industry with extremely high rates for channel leasing. While we have managed to survive on KSBT Channel 37 in the Oakland Community, other (larger) programmers are paid for their programming.

SOULBEAT has won many Awards, local and national and has received commendations from former President, Richard M. Nixon.

Past Mayor of Oakland, Lionel Wilson and current Mayor of Oakland, Elihu M. Harris have proclaimed a Special Day in SOULBEAT's honor.

At this time we ask you to intervene on these Cable Systems by granting SOULBEAT the opportunity to operate a channel without a cost factor as they do business with national Satellite Members. We leave this matter in your capable hands with regard to how the 1st Report and Order is to be enforced.

August 18, 1993  
James Quello, Chairman  
Federal Communications Commission  
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In our opinion this is a fair assessment as we are not asking for compensation; only an opportunity to serve our surrounding minority communities.

Enclosed please find a copy of a letter previously sent to the Cable Companies mentioned, SOULBEAT's latest proclamation, and other relevant information on SOULBEAT Television Network Inc.

We look forward to hearing from you at your earliest convenience.

Yours truly,

Chuck Johnson, President  
Chief Executive Officer

CJ:nt

Enclosures

File

cc: John C. Malone, President/Chief Executive Officer, TCI  
✓ Bill Caton, Secretary, FCC  
Walt Kostrezewski, Don Rey Cable  
Lee Peron, TCI Cablevision of California  
Elaine Barden, TCI Cablevision of California

## Tracking the traces of crime: Page 3

THE

## MONTCLARION

Midweek Edition

The Award-Winning Newspaper Serving Oakland &amp; Piedmont since 1942 ■ Tuesday, June 23, 1992 ■ No. 82 ■ 50¢

## Cable Oakland cancels Soulbeat

Cheryl Bealer  
The Montclarion

After 14 years on the local airwaves, the Oakland hills fire nearly killed Soulbeat, a tiny music video station based out of a hill area townhouse.

But in one fell swoop, it was the station's electronic landlord, Cable Oakland, that put the station off the air June 1.

"(Cable Oakland) has seen we've proved to be a successful operation and done what no else in the country has," said Chuck Johnson, Soulbeat's founder and former Parkwoods Apartment resident. "I think they said to themselves, 'Why should we let them make all the money, when we could get a piece of the pie?'"

Soulbeat, which aired on Channel 37, aired rap, soul and R&B videos, interspersed with commercials from local Oakland businesses. The station also provided community services, such as offering free air time to candidates in the City Council elections.

But also unlike any other station on the cable TV circuit, Soulbeat was forced to make heavy lease payments of about \$13,000 per month to the cable company for use of the Channel 37 slot.

Johnson now owes Cable Oak-

land about \$97,000 worth of back payments on the lease. He contends the lease arrangement is unfair since other stations such are distributed by cable rent-free.

Johnson's attorney may file a multi-million dollar discrimination suit against Cable Oakland's corporate parent, Lindfest Inc.

Cable Oakland is also in hot water with the city over the Soulbeat flap.

According to records obtained by the city manager's office, Johnson has paid more than \$1 million in fees, none of which was reported to the cities. The cable company is required to pay a 5 percent franchise fee on all revenues. City staffers are reportedly planning to audit the company.

Merchants in the Eastmont Mall, Johnson's main advertising base, have also championed his cause, launching a petition drive and a boycott drive against Cable Oakland. A Spanish language TV station, Channel 48, is airing Soulbeat for one hour at midnight.

Meanwhile, Cable Oakland officials contend that Soulbeat is in a different category than other stations, such as the satellite-beamed Black Entertainment Television, because Soulbeat is plugged directly into the cable distribution

**Unlike any other station, Soulbeat had to make heavy lease payments.**

system.

Soulbeat was put on the air through the lease access requirements of the Federal Communications Commission, according to Clay Owens, general manager of Cable Oakland.

"If weren't for leased access, we wouldn't even have people like Chuck Johnson on the air," Owens said.

"Some people have told us they think his program is amateurish and takes away from quality programming, but we air it because we think people should have a choice."

Owens claims that Johnson rejected a series of repayment plans, an allegation the Soulbeat owner disputes.

Owens also said Johnson refused to raise his advertising rates to struggling Oakland merchants even while his own business costs were rising.

See CABLE on page 12

## Cable...

continued from page 10

"It's very inexpensive advertising, but he couldn't pay his bills," Owens said. "We're not trying to put Chuck out of business, but the bottom line is that he has financial problems."

However, Johnson contends, if he were put in the same category as other stations, he wouldn't have to raise his rates.

"I think they've been charging me because they could. I've been

7-6-92

# Black TV station wants back on air

## Oakland Cable pulled plug after Soulbeat ran up \$97,000 bill

By Gregory Lewis  
OF THE EXAMINER STAFF

OAKLAND — When the verdict in Simi Valley freed Los Angeles police officers in the beating of Rodney King, people in Oakland — especially from its black neighborhoods — were able to vent their frustrations live on the Soulbeat Network.

"I think we helped to keep them calm and off the streets," said Chuck Johnson, Soulbeat's founder.

Two months after the frustrations in Los Angeles burst into an ugly scene, people in Oakland are still venting. But now it's because Soulbeat, an Oakland-based cable channel, has been off the air since June 1, involved in a dispute over money with Cable Oakland.

According to Oakland Cablevision General Manager Clay Owens, the station owes the cable company \$97,000. After not being paid, the company pulled the plug on June 1.

Johnson said Soulbeat — which aired on Channel 37 in Oakland — was being charged 12 cents per cable subscriber (about \$13,000 monthly) as the only leased access cable channel on the circuit.

"No one else pays to be on air,"

said Johnson. "It's unfair competition and an attempt to squeeze me out. They have cut off my livelihood and the livelihood of merchants who depend on low-cost advertising."

But Owens sees it differently.

"Chuck is claiming he's been treated unfairly. We had to put in special cable to put Soulbeat on the air. He came to us to rent some space," said Owens, who explained that Cable Oakland gets the majority of its programming off satellite and pay channels such as MTV, VH-1 and BET.

Soulbeat showcases black music videos, community programming including some most intriguing, off-beat commercial advertising from local small businesses, many of them black-owned.

"Soulbeat provided my business affordable advertising," said Butch Jacobs, owner of Brass & Glass, a College Avenue shop. "I got pop for my buck. It hasn't hurt my business yet but in the long-term I'm sure it will."

Jim Given, Eastmont Mall's general manager, wrote in a letter to Pottstown, Pa.-based Lindfest Communications, Cable Oakland's parent company, that "Cable Oakland has seriously underestimated this community's affinity for Soulbeat as well as the importance of Soulbeat as the only cost-effective way for many small businesses to access television."

Given went on to say that "the

[See SOULBEAT, C-5]

♦ *SOULBEAT from C-1*

## Black TV station wants back on air

last two weeks sales at Eastmont are the worst in its history."

Owens said he is committed to local cable programming. He also has tried to work with Soulbeat, which joined Cable Oakland in 1985, when the circuit had about 20,000 subscribers.

Since 1990, when the 12-cent-per-subscriber rate was negotiated in a contract, Soulbeat has expanded into Richmond, Berkeley, Hercules and El Cerrito cable outlets,

pushing the channel's monthly lease rates to approximately \$13,000 a month, Owens said.

"It was a bad business decision" to move into markets such as Hercules and El Cerrito, said Owens.

"Soulbeat didn't have the market and couldn't pay the monthly lease rate," he said. "On April 18, we gave him three options. He could pay the full \$84,000 by June 1 or pay 50 percent and give me a plan to pay the balance in 45 days or not sell any more advertising and we'd close down the channel."

Owens said the financial problems for Soulbeat have been an ongoing situation. The station was

off the air last September when Johnson owed the cable company \$53,000. He paid half and Soulbeat was permitted to return to the airwaves.

The Oakland City Council — concerned about affordable advertising for small businesses — has asked Cable Oakland and Soulbeat to meet, negotiate and try to arrive at some middle ground.

"I know there's a following," said Owens. "I admire Chuck. He's done a lot on a shoestring budget."

... But the whole issue here is he can't pay our rates and we've tried to work with that. It's been a tumultuous business arrangement."

♦ *NEW YORK from C-6*

ALB1 NET

# Soulbeat returns to Cable Oakland

## Deal worked out after minority advertisers complain

By Gregory Lewis  
OF THE EXAMINER STAFF

OAKLAND — The Soulbeat Network, which was involved in a financial dispute that kept its programs off cable television for more than a month, has negotiated an agreement with Cable Oakland that has allowed them to return to the airwaves.

Soulbeat returned to Oakland Cable Channel 37 Thursday after the city of Oakland mediated an agreement that "all parties found agreeable," said Jim Fleming, Oakland Cable's financial manager.

Soulbeat had been disconnected, so to speak, June 1.

Chuck Johnson, Soulbeat's founder, said he didn't particularly like the agreement, "but I can live with it."

Cable Oakland General Manager Clay Owens said the agreement reduced Soulbeat's back debt and rates but limited the program to Oakland Cable, leaving cable subscribers in Berkeley, Richmond, El Cerrito and Hercules without the channel, which features black music videos, local programming and

small and minority business advertising.

Owens said Soulbeat, a leased-access cable channel, was paying Cable Oakland for space on the cable outlet at a rate of 12 cents per subscriber and had run up a bill in excess of \$97,000.

Under the new agreement, Cable Oakland will forgive \$47,000 of Soulbeat's debt, and the channel will pay 6 cents per subscriber. With subscribers limited to Oakland, Soulbeat's monthly debt, which was about \$13,000, will drop to approximately \$4,500, Fleming said.

In addition, a payment plan for the remaining \$50,000 was set up.

Johnson said he remained concerned that Soulbeat was the only station on Cable Oakland that paid to be on the air. However, he was glad to be back on.

"You've got to keep working," he said. "You can't pay the bill otherwise. The public who use us were in bad need of it. It's a heck of a thing when people who have watched us for 14 years don't have an institution anymore. It's like having a friend of the family, then suddenly it's gone."

The City Council got involved after small and minority businesses that advertised on Soulbeat complained to them about losing an outlet for affordable television advertising.

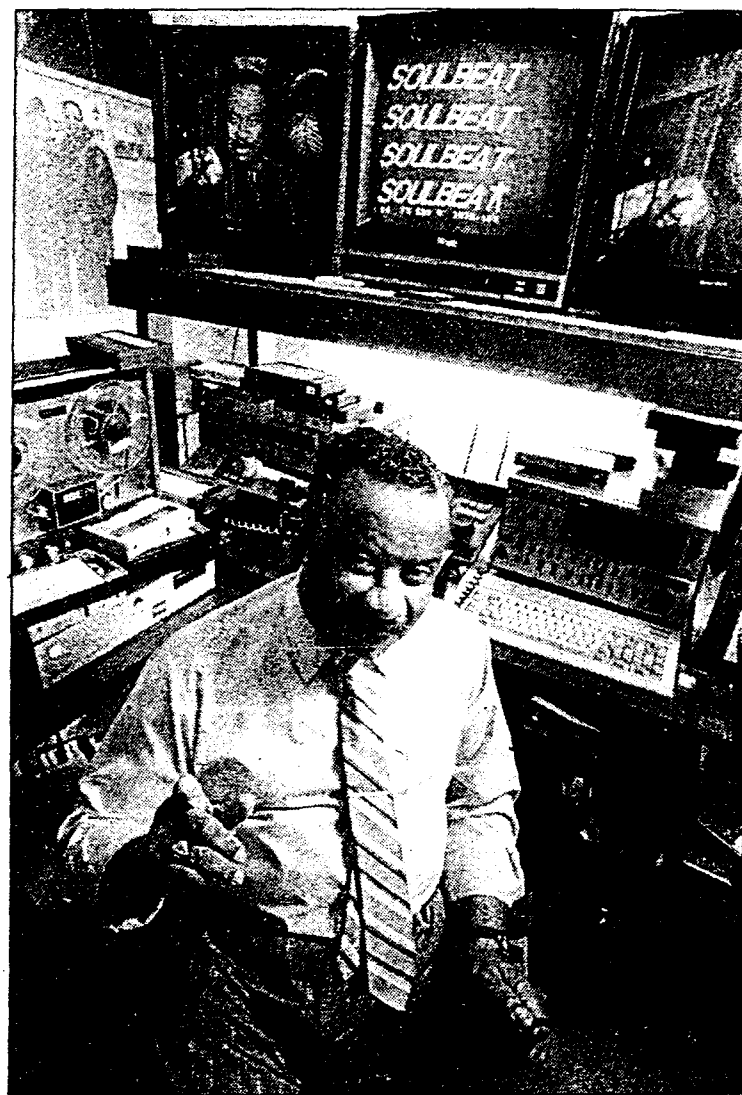
# Soulbeat: Turn On, Tune In, Watch Out

By J.H. Tompkins

TBS, ESPN, BET, CNN: superstation, super sports, super entertainment, super news: these are cable television's bigshots and local subscribers get them all. They also get locally produced Soulbeat Television. Soulbeat, featuring a staple of R&B and rap videos spiced with talent contests, fashion shows, and semi-celebrity interviews, is to cable's A Team as East Oakland is to Beverly Hills.

**B**ut while money and power count for almost everything in this world, cable television evens the score by offering each network—big and small—only one spot on the dial. Just hook your set up to Bay Cablevision or Cable Oakland and you can tune in Soulbeat, just like it was TNT, Atlanta's high-profile Turner Network Television. One click of a remote control and Chuck Johnson, owner and founder of Soulbeat, can go nose-to-nose with the corporate monoliths.

Johnson, who's worked in and around radio and TV since the late '50s, says he saw the potential of cable TV in 1979, when Soulbeat went on the air. "The big stations had to be on cable," he explains. "Otherwise the people who had cable



Chuck Johnson

wouldn't watch them. This allowed me to compete."

Unfortunately, Soulbeat will never

be mistaken for Video Free Oakland. If you're looking for the inspirational video voice of the East

## EAST SIDE STORY

**It's a working-without-a-net approach that yields TV as real as your face in the bathroom mirror after a night on the town.**

Bay's African-American community, you can just as well turn the set off, because you won't find that anywhere. What Soulbeat has, mostly, is music videos. Tune in if you want to check out the latest from Bobby Brown or Guy or TK. And don't expect Ice Cube, X-Clan, or Public Enemy. "I don't mind the funny one, Flavor Flav," Johnson says, referring to PE's less political member, "but I don't want the extreme stuff."

There are those who feel that the only extreme Soulbeat reaches has to do with uninspired programming. And while this doesn't put the station in a class by itself, its often-awkward production values tend to underscore weaknesses hidden on more professional networks. Still, this same quality—or lack of it—also underlies the station's one truly unique and wonderful contribution to the airwaves: Soulbeat has

the coolest commercials in the universe.

Purchase some airtime and you can do your own spot in your own store using your own script; the station video crew will help you whip it into shape. It's a working-without-a-net approach that yields TV as real as your face in the bathroom mirror the morning after a night on the town. Tired of beyond-perfection models and images imported from a world you'll never explore? Tune in Channel 25 and maybe you'll get lucky and catch the one-of-a-kind "Gas Face" video hyping a Richmond hairdressing salon named Shear Delight.

*The camera focuses on the outside wall: "Shear Delight, Total Hair Care, Men, Women, Children. 160 24th St. 232-4905." Moving inside, it focuses on two men. A drum begins an uptempo groove. "Hey, yo, Heavy D," says Man No. 1, whose name turns out to be D'Andre. "What up?" asks Heavy D. "Man," answers D, "I ran into a lady last night, said she wanted to get her hair done right. So I told her to come to Shear Delight." They lean forward and rhyme the punch line together. "Cause we get the job done right."*

*This is just a warmup. Over a bottom-heavy groove punctuated by the chant, "I work," D'Andre dances down a line of smiling, seated patrons, waving one hand in the air, flashing a mirror with the other, and passing out what might be Shear Delight business cards. At row's end, D'Andre looks into the camera and lip-syncs the drop-dead hook to MC Hammer's "Can't Touch This." With Hammer rapping in the background, the cam-*

continued on page 10



## EAST SIDE STORY

## Soulbeat



continued from page 3

*era pans over the freshly cut heads of satisfied customers: there's a fade with lines and an S-curl; another fade with SEAN carved into it; an asymmetrical coif with one side short and the other a wall of curls cascading to the shoulder.*

*Back to you, D'Andre. "I told you you can't touch this," he says, and, with a snap of his fingers, brings Heavy D into the picture. "Yo, Heavy," says D'Andre. "What about all those other people who don't come to Shear Delight? Heavy, give 'em the gas face." Heavy D makes a funny face and shakes his head rapidly back and forth. The camera moves in and out of focus, adding a slightly psychedelic touch to the walkoff.*

People watch the commercials as much as they watch the entertainment part of the programming," Johnson says. "We use local people in the commercials and all of them have friends and family around here. We've had a lot of clients who've expanded, like Scotty's Check Cashing. They used to be on 104th, over the counter in a liquor store, but with Soulbeat's help they were able to expand into two other nice locations."

"We're trying to bring the com-

munity into focus, to give smaller businesses the opportunity to reach their particular markets," he adds. "We had to learn the local market and then had to learn how to develop commercials that will fit the identity of the local community."

Johnson offers these observations in mid-February from the penthouse in the Oakland hills where he lives and works. He's a hard man to reach by phone, and once that's accomplished you better wage a serious case if you want to meet him face to face. And then listen carefully to the directions, because the place is hard to find. No problem once you get there, though—the security guards will point the way.

Find Johnson's building, buzz a few times, explain yourself again, and then enter an elevator that transports you to his domain. The door opens and you're greeted by walls covered with huge photos, with awards and mementos, with paintings, carvings, and other odds and ends. There are rooms full of high-tech equipment, a kitchen or maybe two, what seems to be an unlivable-in living room, an office or two, and a reception area.

Johnson appears from around a corner and you follow him to his office, which is also overflowing with things to look at: awards, plaques, and commendations hang on the walls. There's an imposing bar, complete with brightly colored bar signs, and past it you can see the flashing lights of several full-sized video games. There are a half-dozen

or so oil paintings—most with a seafaring theme. In fact, there are ships everywhere, clipper ship sculptures on tables, shelves, and walls, incredibly detailed clipper ship models and even a clipper ship in a bottle.

Johnson's headquarters are upscale and almost pastoral, but if all seems calm to the visitor, Johnson says he often feels like a man trapped on a mountain. "I don't go to parties. I don't mingle. I stay in my own little circle because it's safer that way."

"It was fun city until we got popular," he says, with a smile. "Then it became work and I've never worked so hard in my life."

"Yeah, but there must've been some great moments," you reply, hoping to provoke a trip down memory lane. You are unsuccessful.

"You have to look at whose ox you're goring, or whose ox they think you're going to gore," he says. "Envy can set in. I feel I'm locked into this. I have to go through all kinds of security this and security that. I can't have people just coming up and knocking at the door. You can't even have friends, because friends will take advantage of you. So you just have a few of the people who work for you, and maybe one lady in your life until she messes up. I can't even enjoy all of that. I just leave town and go where nobody knows me."

Things sound lonely at the top, you observe. Johnson agrees, but notes that it allows a lot of time to devote to the station. "I don't have

a wife and family to deal with," he says. "And I don't have to go anywhere to work; it's all right here."

Leaning back in his chair, Johnson reminisces about a career that dates back to 1959 when he worked as a DJ on a Kansas City radio station. He was the first black manager of a California radio station, in 1962, at KTVM in Los Angeles. He headed the San Diego NAACP a few years later, while working in radio and TV, and promoted black movies in LA during the '70s.

He recalls radio broadcasts from Mexico in the days before Wolfman Jack, dropping names and experiences to explain a life spent battling on the fringes of an industry that wasn't anxious to bring black people inside. Without irony—of course—he shows a framed blow-up of a commendation he got from then-President Nixon in 1971.

On the day we talked, Soulbeat was off the air because of a dispute with Lynnfest, the parent company of the Oakland and Richmond cable companies. As it turned out, the hiatus was brief, and on Wednesday, February 20, viewers find Soulbeat is back.

A video by Larry Blackmon and Cameo is screened, MC Hammer does a station ID, which is followed by a series of commercials. Next, it's Soulbeat's talent show, coming at you from Eastmont Mall. Al Ballard, longtime Johnson associate, is holding a microphone. Behind him

is a sign that reads, "BONG SHOW." A rope separates Ballard from a noisy crowd that strains forward over the barrier, smiling and waving.

"D is going to rap for you," announces the MC, with a flourish. "Let's hear it for... DEV-A-STAT-ING D!"

A small boy, about nine years old, dressed in a sports coat and flanked by two other young boys, walks forward. They are followed by four girls who look to be about fourteen, wearing white sweaters and black tights. The boys turn their backs to the camera, facing the girls, and then, as a drum and bass kick in, they spin around 180 degrees and get down to business.

"This is a rap about war and peace," raps Devastating D. "We shouldn't have a war with Iraq/So stop the war and start the peace/'Cause peace for you is peace for me/C'mon people, you know what I mean." D's two male counterparts add percussive noises and a phrase here and there, while the four girls dance up an impressive storm. You can hear the crowd clapping out the beat in the background. The performance is brief, but it's tight, strong, and as real as the morning paper. They leave to a solid round of applause.

You can spin your dial or hammer at that remote button until hell freezes over, but you'll never find another Soulbeat. In the words of D'Andre, Heavy D, and MC Hammer: Can't touch this.



BASIC	STANDARD*
2 KTVU FOX 2	30 Nickelodeon
4 KRON NBC 4	31 Family Channel
5 KPIX CBS 5	32 CNN
6 KICU 36	33 ESPN
7 KGO ABC 7	34 TBS
8 Bay Vision East	35 USA
9 KQED 9	36 TNT
10 KDTV 14	37 Soulbeat
11 Government/ Educational/MEU	38 AMC
12 KBHK 44	39 Lifetime
13 Gov't/ Educational	40 SCI-FI
15 KTEH 54	41 Bravo/International Channel
17 KSTS 48	42 Discovery
19 C-SPAN 2/Learning	43 VH-1
20 KOFY 20	44 MTV
21 SportsChannel Basic Programming	45 Comedy Channel
22 KCSM 60	46 A&E
23 KCNS 38/KMTP 32	47 BET
24 PCTV	48 WGN
25 Weather Channel	49 Headline News
26 KTSF 26	50 E!
27 C-SPAN	51 Court TV
28 CNBC	53 The Box
29 Prevue Guide	54 QVC
	55 Sportstracker

*\*Standard Cable is only available with Basic service.*

### **PAY SERVICES**

- 3 HBO
- 14 Showtime
- 16 Disney
- 18 Cinemax
- 21 SportsChannel (Premium Programming)

**FREE PREVIEWS:** Cable Oakland periodically offers free previews of premium channels which may contain "R" or "NC-17" rated programming. Customers not wishing to receive previews may arrange to have them blocked at their residence by calling 261-6800.

**INSTALLATION & REPAIR APPOINTMENTS:** Appointments for installation or repair of your cable service are available between 8:00 a.m. and 12:00 p.m. (AM) or 1:00 p.m. and 5:00 p.m. (PM), Monday - Saturday. To schedule appointments call 261-6800, Monday - Friday, 8:30 a.m. - 7:00 p.m., or Saturdays from 8:30 a.m. - 3:00 p.m.

**4215 Foothill Blvd. Oakland, California 261-6800**

CITY OF OAKLAND  
*Certificate of Appreciation*

*Awarded to*

*Chuck Johnson*

*Founder and President/Executive of Southeast  
Entertainment Television Network*

*In recognition of 25 years of leadership, initiative, and vision  
dedicated to uplifting, educational, and enlightening endeavors  
on behalf of the citizens of Oakland*



*Lionel J. Wilson*  
LIONEL J. WILSON, Mayor  
October 18, 1990

systems must pay for all the programming services they provide, and in turn pass on the cost to consumers. Also missing was any mention of the telcos' cost of installing fiber optics—estimated at between \$200 million and \$1 trillion—or the resulting cost that will be passed on to consumers, notes Jim Chiddix, senior vice president of engi-

neering and technology at American Television & Communications.

But Parker stands by his survey as a helpful guide for proper implementation of new cable technology. As for that little cost factor, "Nobody has an accurate estimate of what it would cost to put [fiber] in the home," he says. JANET STILSON

## Soulbeat Mines Inner-City Gold

Local cabler is less popular with management.

Depending on whom you listen to, Chuck Johnson is either a visionary who has used cable television to reach the black urban masses of Oakland, Calif., or a self-promoter who is quick to use accusations of racism for his own advantage.

What is certain is that Johnson, 50, has been running a successful local cable channel in Oakland for 11 years. His Soulbeat Entertainment Network has proved there is unmined gold in the TV advertising niche of the inner city.

By Johnson's account, he takes home \$250,000 annually after expenses, using a simple formula. He leases channel space from Cable Oakland, sells ads to local

merchants and programs 24 hours a day of music videos aimed primarily at black teenagers and young adults.

Soulbeat's revenue comes primarily from ads placed by local businesses in Oakland's black neighborhoods. Johnson's attraction for advertisers is low rates: \$1,000 a month for three 30-second spots per day. There's also a \$500 charge for commercial production.

Johnson claims credit for helping build an audience for Cable Oakland, which has doubled its subscribers in the last ten years. "The majority are not getting cable to watch The Movie Channel. They want to watch Soulbeat," says Johnson.

Johnson charges that the

whites who run the company he leases his channel from, Cable Oakland, resent his success and are trying to push him off TV by raising the rates they charge him. "They thought a black man would use the channel to be God, or run into a problem of women, drinking or drugs," he says.

Cable Oakland general manager J. Patrick O'Connor responds, "I think the guy's out of his mind."

To hear Johnson tell it, Soulbeat has defied the usual laws of TV ownership. "I have no investors, no partners," he says. "I figure down the line somebody will recognize my effort as the pioneer and come make me an offer."

"He has really pulled off a unique thing," concedes Cable Oakland's O'Connor.

"He's the only person in Oakland other than the cable operator who makes a living out of cable TV."

But O'Connor is still irked by Johnson. "He thinks the whole world is against him," he says. "He can be as obnoxious as you can imagine."

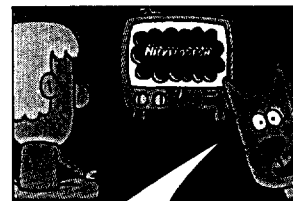
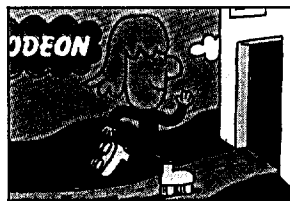
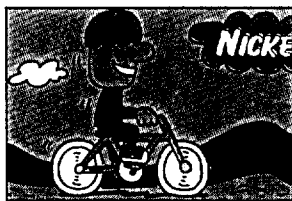
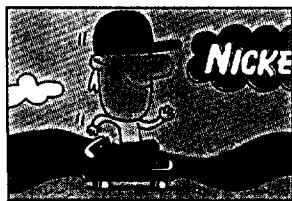
The two men have been at odds because Johnson thinks he's being charged excessive leasing fees. Cable Oakland recently increased Johnson's cable charge from \$6,934 to \$7,856 a month, and his bill is likely to go up again when the present contract expires in mid-1990. Johnson threatens that if he doesn't get his rates lowered, he'll take Soulbeat off Cable Oakland. Would the community stand for losing its network? Says Johnson, "That's my only leverage."

WILLIAM J. DRUMMOND



Chuck Johnson: His music-video channel is a hit with advertisers and viewers.

PHOTOGRAPH BY BILL KNOWLAND OAKLAND TRIBUNE



NICKELODEON

Reach Kids!

© 1988 MTV Networks

# TUESDAY, APRIL 16, 1985 ELECTION

CITY OF OAKLAND  
Municipal Nominating Election  
Elección Municipal de Nominación  
April 16, 1985 16 de abril de 1985

1

CITY  
CIUDAD

For Mayor  
Alcalde

Vote for One  
Vote por Uno

CHUCK JOHNSON  
Television Producer

Productor de Televisión

4 ➡

Painter/Theology Student

Pinor/Estudiante de Teología

5 ➡

WILSON RILES, JR.  
Oakland City Councilmember

Miembro del Concejo Municipal de  
Oakland

6 ➡

DERRICK ADAMS  
Socialist Industrial Worker

Trabajador Industrial Socialista

7 ➡

HECTOR REYNA  
Financial Consultant

Consultor Financiero

8 ➡

CHRISTOPHER REED  
Computer Operator

Operador de Computadora

9 ➡

LIONEL J. WILSON  
Mayor of Oakland

Alcalde de Oakland

10 ➡

## CANDIDATE FOR MAYOR

I, CHARLES (CHUCK) EDWARD JOHNSON, hereby declare that I am a candidate for an elective office in the City of Oakland, and make the following statement, to-wit:

1. That my name is Charles (Chuck) Edward Johnson.

2. The office for which I am a candidate is Mayor of Oakland.

3. My occupation for the past five years has been Executive Producer of SOULBEAT TV, Oakland.

4. I have held the following public office: None.

5. Statement of general qualifications:

Chuck Johnson, 46, born in Tulsa, Oklahoma, October 22, 1938, completed his education in Kansas City, Missouri; then four years in electronic/air traffic control for the Air Force. Johnson worked in public relations with major motion picture companies in Hollywood and general manager of five radio stations and as executive producer in broadcast television; pioneered the development of cable television. As president of the San Diego branch of NAACP and west coast chapter of NATRA, Johnson led the fight for desegregation in construction and equal employment in broadcast communication and in military recruiting opportunities. Johnson received presidential commendations for his excellence in service to the minority business community and various governmental agencies. The California Legislature has recognized him with a special achievement commendation as a leader for progress. Johnson was appointed as communication consultant to the Justice Department. Johnson is now president and executive producer of SOULBEAT Television, cable channel 11, Oakland.



# CHUCK JOHNSON

## FOR THE NEXT

# MAYOR OF OAKLAND

**VOTE  
NO. 1**

# DATEBOOK

**USED BOATS  
APRIL 6-8  
NEW BOATS  
APRIL 11-15**

**BOAT SHOW**

**2 GREAT SHOWS!**

The largest in-the-Water Boat Show in Northern California. Come see sail and power boats on display both in the water and on land. The latest models from leading manufacturers world-wide. Marine accessories, too!

\*\*\*\*\*

**San Francisco Bay-In-The-Water BOAT SHOW POWER and SAIL**

Location: Mariner Square Alameda, California. Take the first immediate right after exiting the Alameda Tube.

Hours: Wed.-Fri. 11:30-6:00 - Sat. and Sun. 10:00-6:00.

Admission: Used Boat Show, Adults \$3. New Boat Show, Adults \$5. Ages 6-12 \$2. Under 5 Free.

**\$1.00 DISCOUNT off General Admission with this ad!**

**BEDS**  
From A to Zzzzz

Oysterbed presents high-quality beds at factory-direct prices!

**New Platform Beds - from \$99!**  
Sleek styling, solid wood construction, dandy new low price.

**New 6-Drawer Chest Beds from \$199!**  
Sleep, style and storage!

**New Bunk Beds from \$159!**  
Solid pine, sturdy construction, attached safety ladder. Very easy to afford.

**New Cotton Futons from \$109!**  
Our brand new, 2,000 year old bed. 100% cotton. 100% comfortable.

For the sleep, comfort and style you deserve.

**OYSTERBED SLEEP SHOP**

Waterbeds, Folding Beds, Mattresses, Bedding, Drapes, Pillows, Blankets, Bedding, Drapes, Pillows, Blankets.

GIANT SHOWROOM: 3129 Harrison at 17th St., S.F. 636-4343 • 10-6 Mon.-Fri. 10-5 Sat. 12-4 Sun. • Free parking VISA • MASTERCARD • FINANCING AVAILABLE

## LIVELY ARTS CABLE MUSIC

### Soul Video Broadcaster Losing His Sole Position

BY JOEL SELVIN  
Pop Music Critic

**W**HEN MTV finally hits the Oakland cable company later this month, the greatly ballyhooed music video station will be encroaching on the home turf of Soulbeat, possibly the first all-music cable TV station in the country. For the past six years, Chuck Johnson has served as the sole



Video chief Chuck Johnson: All on a shoestring

owner, genial host, producer, director, ad salesman, chief cook and bottle washer for his eight-hour daily TV show broadcast directly out of his own East Oakland home.

Currently Soulbeat airs on Oakland cable channel 11, San Francisco UHF station 48 for two hours daily starting at 11 p.m. (also seen on cable systems around the Bay Area) and nightly in Detroit. The distinctly funky show blends music videos — "entertainment features," Johnson calls them — with low-budget, one-camera lip synchs of soul stars performing their hits. Johnson's own down-home broadcast personality and nearly amateur quality commercials for Oakland-based retail businesses.

"MTV is a carbon copy of what we have been doing," said Johnson. "If we had the money and the support, we could go national."

Even so, Soulbeat presents videos from an enormous library Johnson assembled over the years and — unlike MTV, often criticized for not presenting a racially balanced program — Johnson plays a lot of tapes of rock bands alongside the black artists he primarily features. Van Halen can follow Natalie Cole. The Tubes can be seen right after Shalamar.

MTV doesn't worry Johnson at all. "Our viewers tell us, 'We live for Soulbeat; MTV doesn't provide us with

## LIVELY ARTS

anything. In Oakland, we won't lose anybody," he said.

He programs the rock with soul because he thinks young blacks like the supposedly white music, too. "We call 'em crossover kids," he said. "They grew up in a rock world. But, as far as Soulbeat goes, it's Michael Jackson and Prince. We get very few calls for anything else. They could take a diet of those two 24 hours a day."

Indeed, while most broadcasters discovered Michael Jackson in the wake of the enormously successful "Thriller" videos, Johnson still airs tapes of Jackson performing at a Soulbeat autograph party three years ago, following the release of his first solo album, "Off the Wall," something you won't catch on MTV.

He operates from a room in his home behind the Oak Knoll Naval Hospital that most people would call a den. "I am working on a broken shoestring budget," he said, "but I'm on the air. I am doing something the networks and the majors would not like to see happen — getting an audience with two cents worth of equipment."

By the end of the month, Soulbeat will expand to 12 hours a day in Oakland (noon to midnight) and he couldn't care less about the highly hyped MTV, jointly owned by corporate behemoths Warner Brothers and American



The Beatles: 'Yesterday' seems so near.

Express: "The community has to put their arms around you and say this is our station," said Johnson. "They will not put their arms around MTV."

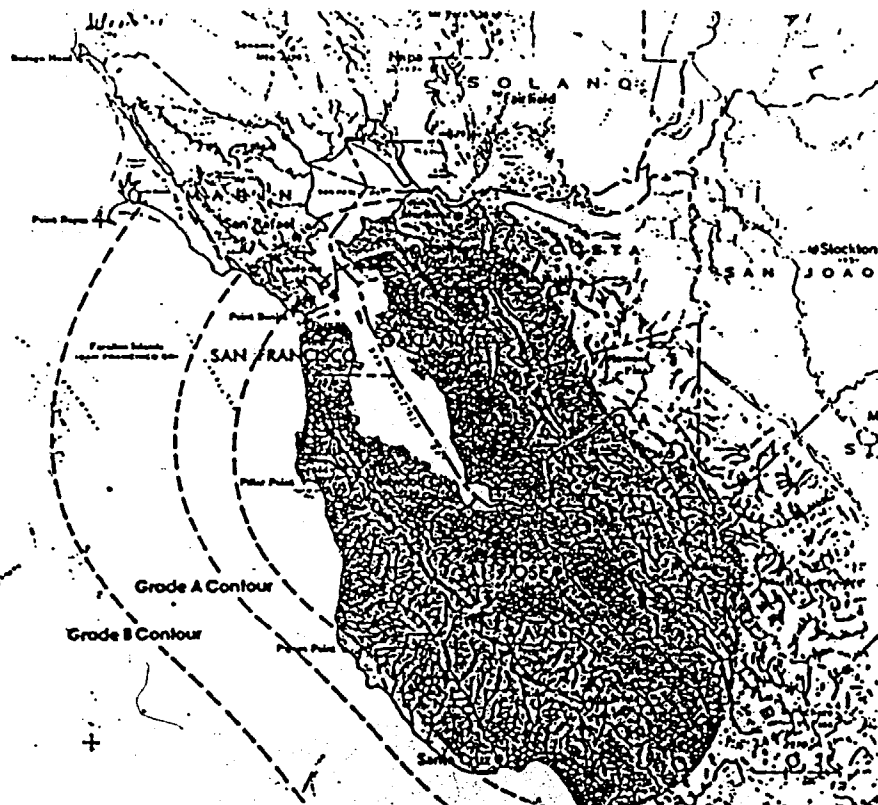
Coming Up: Opening the 10th season at Concord Pavilion will be last year's box office champ John Denver on May 23, followed by Moody Blues on May 25-26. The Jim Carroll Band plays May 17-19 at all three Keystones. The Alarm, impressive both on their own at Wolfgang's and opening for the Pretenders last month, return May 5 to the Kabuki Nightclub. Bonnie Hayes and the Wild Combo play May 4 at Wolfgang's. The Gang of Four play the Columbus Avenue niterie on May 7. In addition to the band's Keystone gigs, the Blasters perform a matinee April 10 at S.F. State's intimate Barbary Coast (guitarist Alex Di Grassi appears Wednesday). The Beach Boys appear May 12 at the Laguna Seca Raceway.

How Can We Miss You When You Won't Go Away? Even 20 years later, the Beatles are still with us. The San Francisco Ballet will premiere "Yesterday, the Beatles," the first ballet to be mounted to Beatlesongs May 1, 3-6 at the Opera House. Over at UC-Berkeley, a Beatles Concert Film Festival — featuring the famous Ed Sullivan performances, clips from the 1964 Hollywood Bowl, 1965 Shea Stadium and 1966 Tokyo shows, among other bits of esoterica — will be held April 5-7 at Dwinelle Hall Auditorium. Meanwhile, a Beatles committee from England's EMI Records is sifting through rare tapes being considered for release of more than 88 songs recorded by the BBC at live broadcasts between 1962 and 1965, as well as four unreleased EMI masters, "How Do You Do It" (which was supposed to be the band's second single, instead of "Please Please Me"), "If You've Got Your Troubles," "That Means a Lot" and "Leave My Kitten Alone."

# 48

KSTS SAN JOSE

## SOUL BEAT COVERAGE MAP



**WGPR-TV**  
**62**  
**Detroit**



**KSBT**  
**TELEVISION**  
**Channel 11**  
**OAKLAND**  
**PIEDMONT**  
**EMERYVILLE**  
**MONTCLAIR**

## SUPER SOULBEAT RATES

### TELEVISION

WGPR-TV CH. 62  
DETROIT, MICHIGAN & OHIO AREAS  
ONE (1) HOUR PER NIGHT - FIVE (5) DAYS A WEEK -- 1AM TO 2AM

KSTS-TV CH. 48 -- 4.5 MILLION WATTS  
THE ENTIRE BAY AREA FROM SAN JOSE - SAN FRANCISCO - OAKLAND

TWO (2) HOURS PER NIGHT - SIX (6) DAYS A WEEK -- 11 p.m. TO 1 A.M.

\$35.00 PER 30-SECOND SPOT  
\$65.00 PER 60-SECOND SPOT

**SMALL BUSINESS PACKAGE**  
TWO (2) 30-SECOND SPOTS FOR 24 DAYS @ \$1,500.00  
TWO (2) 60-SECOND SPOTS FOR 24 DAYS @ \$2,500.00

PRODUCTION CHARGE -- \$250.00

KSBT-TV CH. 11 CABLE  
OAKLAND - PIEDMONT - EMERYVILLE - MONTCLAIR  
OVER 100,000 ESTIMATED VIEWING HOMES ON CABLE

EIGHT (8) HOURS PER DAY - DAILY - 2:30 p.m. TO 10:30 P.M.

\$15.00 PER 30-SECOND SPOT  
\$25.00 PER 60-SECOND SPOT

**SMALL BUSINESS PACKAGE**  
TWO (2) 30-SECOND SPOTS FOR 28 DAYS @ \$600.00  
FOUR (4) 60-SECOND SPOTS FOR 28 DAYS @ \$1,500.00

PRODUCTION CHARGE \$150.00

### RADIO

KSBR RADIO CH. 27 CABLE  
24-HOURS PER DAY

\$5.00 PER 30-SECOND SPOT  
\$8.00 PER 60-SECOND SPOT

**SMALL BUSINESS PACKAGE**  
SIX (6) 30-SECOND SPOTS FOR 28 DAYS @ \$350.00  
SIX (6) 60-SECOND SPOTS FOR 28 DAYS @ \$500.00

8946 SAGE RD. OAKLAND, CALIF. 94605 (415) 638-7227

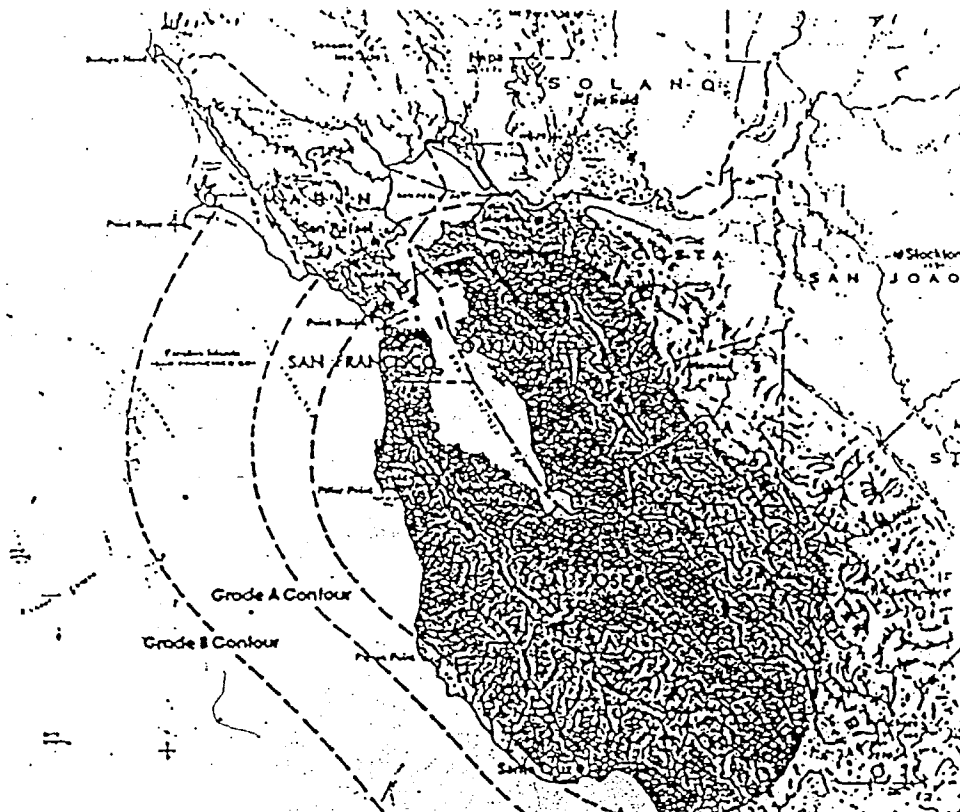
**SOUL BEAT**  
**TELEVISION**  
**NETWORK**



# 48

KSTS SAN JOSE

## COVERAGE MAP



**WGPR-TV**  
**62**  
Detroit



**KSBT**  
TELEVISION  
Channel 11  
OAKLAND  
PIEDMONT  
EMERYVILLE  
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## SOUL BEAT RATES

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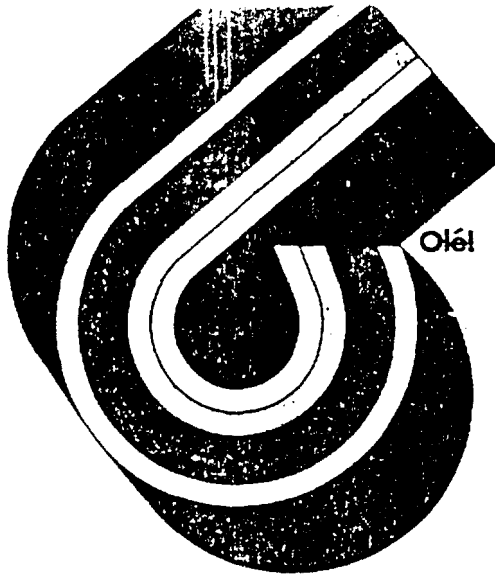
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8946 SAGE RD. OAKLAND, CALIF. 94605 (415) 638-72

**SOUL BEAT**  
TELEVISION  
NETWORK



XETV



Olé!

AUG 20 1993

FCC MAIL ROOM

Bay City Television, Inc., Television Heights, 8253 Ronson Road, San Diego, California 92111, Telephone (714) 279-6666

December 15, 1975

Mr. Chuck Johnson  
Johnson Communications Company  
P. O. Box 1226  
Chula Vista, CA 92102

Dear Chuck:

After viewing your new show, "Soul Beat," I agree with you that it is one of the finest black TV programs I have had the opportunity of seeing. I feel confident that it will be the leading show of its type on television.

As we discussed, we will schedule "Soul Beat" on Sundays from Noon to 1:00 P.M. starting Sunday, February 6, 1977. We have intentionally picked this time so that we can achieve the maximum promotable audience for this show at a time that is outside of network competition.

We will back up the show with the maximum possible TV Guide, newspaper and on-the-air promotion.

The large black community of San Diego County, at last, will have a locally produced black show that they can relate to and be enthusiastic about and I am sure that we can look forward to a great mutual success for "Soul Beat."

Looking forward to an opportunity of working closely with you and with warmest personal regards.

Cordially

Martin Colby  
Station Manager

MC:bp  
cc: Carol Healey

BOB WILSON  
36TH DISTRICT OF CALIFORNIA  
(SAN DIEGO COUNTY)

PAUL L. TSOMPANAS  
ADMINISTRATIVE ASSISTANT

ARMED SERVICES COMMITTEE

CHAIRMAN, NATIONAL REPUBLICAN  
CONGRESSIONAL COMMITTEE

Congress of the United States  
House of Representatives  
Washington, D.C. 20515

October 5, 1971

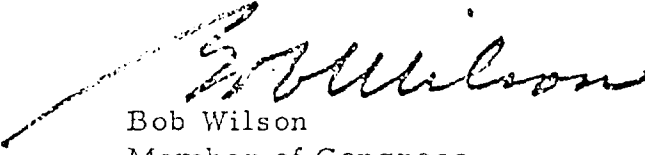
AUG 20 1993

FCC MAIL ROOM

Dear Mr. Johnson:

Congratulations on your appointment as  
Communications Consultant for the Community  
Relations Service of the Department of Justice.  
Your record of expertise and enthusiasm shows  
this is a wise choice and we are very proud of  
you.

Sincerely,



Bob Wilson  
Member of Congress

Mr. Chuck Johnson  
5444 Roswell Street  
San Diego, California 92114



U.S. GOVERNMENT  
SMALL BUSINESS ADMINISTRATION  
WASHINGTON, D.C. 20416

OFFICE OF THE ADMINISTRATOR

March 25, 1970

APR 20 1970

FCC MAIL ROOM

Mr. Chuck Johnson  
5444 Roswell Street  
San Diego, California 92114

Dear Mr. Johnson:

It has been brought to my attention that President Nixon has sent you a letter commending you on the excellent service which your television programs have rendered to the minority business community in the San Diego area.

There is very little I can add to the sentiments of the President who expressed so well our appreciation for those services "over and above the call of duty" performed by dedicated citizens such as yourself, but I would like to extend my personal thanks.

Sincerely,

*Hilary Sandoval Jr.*

Hilary Sandoval, Jr.  
Administrator



U.S. GOVERNMENT  
SMALL BUSINESS ADMINISTRATION  
WASHINGTON, D.C. 20416

OFFICE OF THE ADMINISTRATOR

March 25, 1970

AUG 20 1993

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Sincerely,

*Hilary Sandoval Jr.*

Hilary Sandoval, Jr.  
Administrator

THE WHITE HOUSE

WASHINGTON

APR 20 1970

March 16, 1970

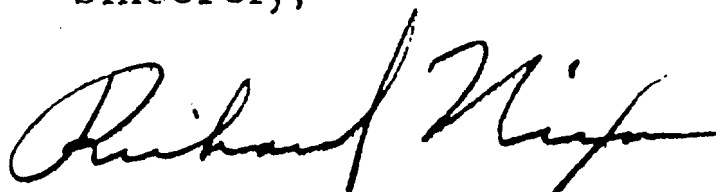
FCC MAIL ROOM

Dear Mr. Johnson:

The excellent service which your television programs render to the minority business community in the San Diego area has come to my attention. I understand that your cooperation with minority businessmen and with the government agencies which serve them has greatly assisted the establishment of many enterprises under the leadership of members of minority groups. This work provides an outstanding example of the importance of private initiative in the solution of community problems, and I want to commend you for your generous contribution.

With best wishes,

Sincerely,

A handwritten signature in dark ink, appearing to read "Richard Nixon", written in a cursive style.